Library Info Alert
November 2007

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Info Alert* is published by the Information Resource Centers in Germany.

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(click on underlined headings)

Featured Internet Sites

The Pew Global Attitudes Project: 2007 Report
http://pewglobal.org/reports/pdf/258.pdf
What does the world think about globalization and its many manifestations, economic or otherwise? Asking such a question is akin to opening up hundreds of cans of worms simultaneously, but the Pew Global Attitudes Project isn't afraid of taking on this topic. The latest Pew Global Attitudes survey of more than 45,000 people around the globe asked participants what they thought about economic globalization and its effect on their own country and others around the world. The survey also asked participants to offer their views on immigration, social issues, and various aspects of technology. The report was released on October 4, 2007, and visitors can read the entire document here, or they can also view some of the summary findings via the Pew Global Attitudes Project homepage.

E-Journal: The Long Campaign: U.S. Elections 2008
U.S. State Department. International Information Programs.
http://usinfo.state.gov/journals/itdhr/1007/ijde/ijde1007.htm
This edition of eJournal USA presents an introduction to the upcoming 2008 U.S. elections. In these elections, U.S. voters will have the opportunity to vote for president and vice president, congressional representatives, state and local officials, and ballot initiatives. The journal describes aspects of this election which make it different from most recent elections and includes a pro-con debate of the Electoral College.

USA Map with Facts in Brief
U.S. State Department. International Information Programs.
http://usinfo.state.gov/products/pubs/map/
This electronic version of one of IIP's most popular publications contains basic information on the economy, national holidays, sports and entertainment, transportation and communication, geography and environment, population, education, and the government of the United States.

Yale University Library: The Map Collection

http://www.library.yale.edu/mapcoll/print_online.html

Traveling from the world of New Haven in 1886 to early cartographic interpretations of the coast of West Africa has never been easier with this lovely site created by the Yale University Map Library. Like many large universities, Yale has a wide-ranging map collection that spans centuries and continents. First-time visitors to the site can browse through sections that include "Maps of the World", "Maps of the Western Hemisphere", "Maps of North America", "Maps Relating to the Silk Road", and "Maps of Africa". Each section contains anywhere from ten to thirty maps, and visitors browsing through with Internet Explorer or Safari can take advantage of the LizardTech ExpressView plugin for detailed viewing. The site is rounded out with contact information for those seeking additional information about the collection.

The Psychedelic '60s: Literary Tradition and Social Change

University of Virginia Library

http://www.lib.virginia.edu/small/exhibits/sixties/

Information about the social movements of the 1960s in the United States, with emphasis on the literature of the period. Features articles and images on the Beats, Ken Kesey and the Merry Pranksters, Timothy Leary, the Black Mountain Poets, hippies, Woodstock, illicit drugs, protests, and much more. Includes images of handbills, posters, and other memorabilia from the 1960s.

Carnegie Mellon Libraries: Digital Library Colloquium

http://www.library.cmu.edu/Libraries/DLColloquia.html

Carnegie Mellon University is well-known for their excellent School of Information Sciences and since 2001 they have sponsored the Digital Library Colloquium lecture series. This site allows users to view the various lectures in their entirety and learn more about the participants through short biographical sketches. The subjects covered run the gamut from digital library initiatives to the intriguing subject of creative commons and machine-readable law. Visitors can browse through the lectures by year, and they will most likely find something that piques their own interest in the field of information science. It's an ambitious effort, and one that will be enjoyed by persons in the field and those who might be thinking about joining the field in the future.

Catalog Card Generator

http://www.blyberg.net/card-generator/

"Use this amusing site to generate your own faux library-style catalog cards online by inputting call number, title, text (where you can include author, publisher, or whatever you want), and comments, which will appear in the form of handwritten notes." From John Blyberg, Head of Technology and Digital Initiatives at Darien Library in Connecticut."

<p align="center">Article Alert</p>

1. Beyond WorldCat Finding That Elusive Item

By Deborah A. Liptak

(Searcher, October 2007, Vol. 15, Issue 9, pg. 24)

Locating and delivering documents for our patrons and clients can be challenging, even frustrating, at times. Use a variety of search engines and subject directories. Use

advanced search features whenever possible. Take advantage of special search features and special content sets.

2. The Birth of a New Generation of Library Interfaces
By Marshall Breeding
(Computers in Libraries, October 2007, Vol. 27, Issue 9, pg. 34)
Despite a certain level of urgency to make the transition to next-generation library interfaces, the author doesn't expect a sudden death of the traditional OPAC. Over the last couple of years, we've seen a surge of activity in the library automation arena directed toward improved user interfaces. It's strategically important for libraries to have technologies in place that will optimize delivery of content and services in the context of today's Web. The author believes that failure to make progress in this area can foster a creep of irrelevancy as potential users increasingly rely on information resources provided by entities other than libraries.

3. Brain Drain or Tap the Strengths
By Mei Wa Esther Woo
(Library Management, Vol. 28, No. 8, pg. 501)
This paper examines the value of Human Resource Development (HRD) in the recruitment of academic librarians. A literature review was conducted to analyze the demand and supply of academic librarians since the year 2000 as well as the different approaches adopted by libraries to resolve recruitment problems through developing potential candidates and serving staff. The study found that academic libraries need to pursue more active strategies in staff recruitment to maintain a quality workforce in the strong competition of human resources. Through the cases studied, HRD is proved to be a crucial part of such strategies.

4. Communicating the Library: Librarians and Faculty in Dialogue
By Peter Brophy
(Library Management, Vol. 28, No. 8, pg. 515)
The purpose of this paper is to consider the challenges facing academic librarians in an increasingly networked environment. It draws on theoretical perspectives and the literature to argue the case for academic librarians to develop their theoretical understanding of communication and pedagogy and the practical implications. The paper states that new roles are opening up for academic librarians, roles which build on their traditional skills but challenge them to acquire new ones.

5. Constructions of Authenticity
By Heather MacNeil and Bonnie Mak
(Library Trends, Summer 2007, pg. 26)
Archivists and librarians play a critical role in preserving and making accessible cultural resources, but there is now an uncertainty as to whether their traditional expertise is sufficient when dealing with digital resources. A particular focus of concern is the authenticity of these resources. This article looks at how the concept of authenticity has been constructed in traditional environments, and specifically by philosophers, art conservators, textual critics, judges, and legislators. It is organized around three broad definitions of authenticity: authentic as true to oneself; authentic as original; and authentic as trustworthy statement of fact.

6. Delivering What People Need, When and Where They Need It
By Daniel Chudnov
(Computers in Libraries, October 2007, Vol. 27, Issue 9, pg. 31)
What if we could build a portable 'personal catalog' for each person? In this month's issue you'll be reading a lot about new OPACs and other library systems, and not a minute too soon. There's no denying that our current systems have much room for improvement. While looking for inspiration for new features and ideas for new library systems, the author recently found himself at today's epicenter of Web innovation.

7. Do You Speak Google? Google's Language Options
By Susanne Bjørner
(Searcher, October 2007, Vol. 15, Issue 9, pg. 8)
Regardless of where you are in the world when you come to the general [Google] search engine, you'll find a small Preferences link to the right of the search box. (One exception: If you come from a domain where the language reads from right to left, the Preferences link appears on the left of the Google search box.)

8. The Future of Reference in Special Libraries Is What Information Pros Can Make It
By Stephen Abram
(Information Outlook, October 2007, Vol. 11, Issue 10, pg. 35)
Bricks, Clicks, and Tricks. To capture market share, and more importantly end-user mindshare, we must now prioritize our long-term and short-term strategies on serving the real customer (and not just the internal needs of library workers). For instance the online public access catalog, or OPAC, doesn't suck for library workers.

9. How to Hire Without Regret
By Julie Schein and Belinda Delisser
(Information Outlook, October 2007, Vol. 11, Issue 10, pg. 11)
Regrettable hiring decisions can be costly mistakes in terms of negative impact on morale and management time as well as reduced productivity and the potential for litigation if a decision is challenged as discriminatory or in violation of federal or state regulations. When you hit your target and get the best candidate for the job you get: * Higher employee morale. * Increased productivity. * Less time spent on performance issues. * Reduced potential for litigation. * Avoidance of the high cost of employee turnover.

10. Libraries and the Balance of Liberty and Security
By David E. Woolwine
(Library Philosophy and Practice, September 2007, pg 1)
The USA Patriot Act has presented librarians in the United States with a dilemma. There is a need to balance national security against values embedded in a long-standing American understanding of civil liberty and human rights. How exactly to maintain the correct balance, or even to think it through, what questions to raise, and what roles librarians and ethicists have in such deliberations in a democracy in which citizens elect leaders to make decisions for them, is still to be worked out.

11. Library Association 2.0
By R. David Lankes
(Searcher, October 2007, Vol. 15, Issue 9, pg. 50)
This article builds upon concepts first put forth in the technology brief Participatory Networks: The Library as Conversation (http://iis.syr.edu/rojects/PNOpen), commissioned by the American Library Association's Office for Information Technology Policy (http://www.ala.org/ala/washoff/oitp/oitpofficeinformation.htm). Out of all the hype and scenarios put forth in the Web 2.0 world, a near Utopian image of a new type of professional organization emerges. In this Utopia, the professional organization will become a social space where members congregate online, share their thoughts on blogs, edit policies in wikis, mashup photos, and build towering edifices in Second Life. RSS feeds would abound, and, no doubt, more than one activity or function would require a Google Map. All members would put up profiles, and the professional organization would evolve and grow every day from the continuous input of the members. ALA as MySpace! SLA as Facebook! ASIS&T as Wikipedia!

12. Metadata: a New Word for an Old Concept
By Amin Yousefi and Shima Yousefi
(Library Philosophy and Practice, August 2007)
Metadata, or "data about data," is a new word based on an old concept. In libraries, cataloging is the process of creating metadata. A card-catalog containing information about a book is a simple example of metadata describing characteristics of an information resource. Regardless of old concepts, the term "metadata" is used particularly in the context of modern information systems and electronic networks.

13. Online Social Networks, Virtual Communities, Enterprises, and Information Professionals
By Mike Reid and Christian Gray
(Searcher, October 2007, Vol. 15, Issue 9, pg. 23)
The end user is finally engaged" said Puneet Gupta, CEO of ConnectBeam. Gupta hopes his clients can track increases in the velocity of product development (VPD) as a result of his social tagging software. Gupta recently heard a Honeywell user tell him, "while doing an internal search I found an external Web site that really helped." This was a "eureka moment" for Gupta. He knew his customer had discovered one of the essential benefits of social tagging.

14. Phish Pharming
By Paul S. Piper
(Searcher, October 2007, Vol. 15, Issue 9, pg. 40)
[Spear Phishing] phishing is also called "context aware" phishing, a phrase coined by Marcus Jakobsson in a paper entitled Modeling and Preventing Phishing Attacks.9 In this article, Jakobsson demonstrates context aware phishing thusly: "A context aware attack is mounted using messages that somehow - from their context - are expected (or even welcomed) by the victim.

15. Reference Librarianship: Notes from the Trenches
By Ann Braid
(Public Libraries, July/August 2007, Vol. 46, Issue 4, pg. 57)
Cleverly combining the perspectives of an active, technologically savvy librarian with just thirteen years of experience with that of a retiree who came of age before the

Information Age began, this book could be described as a love letter to the reference desk. Best-seller searches, running children (and one running septuagenarian), ringing cell phones, crashing servers, and what Sprenkle calls "copier advice," take up a great deal of his professional time.

16. Standards in Electronic Resource Management
By Rafal Kasprowski
(Bulletin of the American Society for Information Science and Technology, August/September 2007)
The specifications published by the Digital Library Federation's Electronic Resource Management Initiative (DLF ERMI www.diglib.org/standards/dlf-erm02.htm) in 2004 have become the de facto standard for the development of electronic resource management systems (ERMS or ERM systems). The document specifies data elements, functions and interrelationships between elements. A major objective of the group's second phase (ERMI 2) is to develop standards for license expression and usage statistics collection, reducing the administrative costs of both data sets.

17. Training Professionals to Preserve Digital Heritage: the School for Scanning
By Ann Russell
(Library Trends, Summer 2007, pg. 288)

From 1995 to 2005, the Northeast Document Conservation Center (NEDCC) presented its School for Scanning conference eleven times in cities across the United States, serving a total of nearly four thousand professionals. The program addressed a seemingly insatiable need for training on building, managing, and preserving digital collections. Because the conference was presented by an organization whose mission is preservation, the emphasis was on standards, quality, and assuring long-term access to digital collections.

18. Treasuring Our Traditions and Our People: Riding the Wave and Making a Difference Over the Next 25 Years
By Colin Storey
(Library Management, Vol. 28, No. 8, pg. 488)
This article addresses two questions: first, faced with the "disruptive technologies" of e-revolution, will there be academic libraries in 25 years time for our younger colleagues to inherit? Are senior academic library managers reacting rightly and proactively making the correct strategic decisions now to ensure the rightful and proper place for librarians in a university for decades to come? Second, assuming there will indeed be university libraries and "librarians" to people them in the future, what professional and personal attributes will future librarians need, not only to ride the e-revolution wave, but also to prosper as leaders in their institutions to the year 2057 and beyond?

19. Video in the Library
By Richard Oppenheim
(Searcher, October 2007, Vol. 15, Issue 9, pg. 48)
All search engines were created to seek, find, and display text. Searching through images and video is different. Currently, all video images are indexed and described using text appended to the image like a caption to locate the video. The new and vastly improved image search capabilities you see announced in technical articles and press releases lie somewhere between alpha and beta versions.

20. Virtual Preservation: How has Digital Culture Influenced Our Ideas About Permanence? Changing Practice in a National Legal Deposit Library
By Ingrid Mason
(Library Trends, Summer 2007, pg. 198)
This two-part article considers how digital culture has influenced ideas about permanence. It examines the change in collecting practices in one legal deposit library. The author considers how the idea of permanence, understood in cultural heritage terms, influences digital culture, and, thus, digital technology. The first part of the article addresses the concepts associated with permanence, digital culture, digital technology, social change, and cultural institutions, in relation to collecting digital cultural material. The second part focuses on changing collecting practices of the Alexander Turnbull Library at the National Library of New Zealand for electronically published material with the benefit of legal deposit.

21. Why Us? Arranged Marriage: Libraries and Computer Centers
By Chiou-shu J. Hwang
(Library Management, Vol. 28, No. 8, pg. 540)
This paper is to explore the factors of the decision for merging libraries and computing centers on Taiwanese academic campuses. It describes the differences, similarities, and missions between the academic libraries and computing centers from the past to the present, gives a brief introduction toward the historical development of the merger, and uses multiple-case study approach by interviewing relative decision-makers of four colleges of Taiwan. It contributes to library and information sciences by giving five suggestions, which are: curriculum design; communication skills; law knowledge; partnership; and working attitude adjustment.

22. You As Internet Know-It-All
By David Lee King and Michael Porter
(Public Libraries, July/August 2007, Vol. 46, Issue 4, pg. 46)
Sometimes, during the Q&A time after our presentations or even just while chatting with fellow librarians, these types of questions routinely appear: "How do you find time to do these new things?" or "Why should I learn these new things? I'm just not into that stuff." The library recently created custom-built RSS feeds for its OPAC, enabling customers to subscribe to subject heading, keyword, and author searches in OPAC. [...] when I asked my session's attendees if they knew about the RSS feed service, only about one third of them did.\n The "book helpdesk technician" proceeded to help the frustrated user figure out how to use this "new technology."

23. Youth, Public Libraries and the Internet. Part One: Internet Access and Youth's Use of the Public Library
By June Abbas, Melanie Kimball, Kay Bishop and George D'Elia
(Public Libraries, July/August 2007, Vol. 46, Issue 4, pg. 40)
While many voices argue that books and libraries are far from obsolete; other voices argue that new, rapidly changing technologies have had a profound effect on public libraries.1 In the late 1990s there was much discussion in various media regarding the death of the public library, but little empirical research existed until the Benton and Kellogg foundations funded a study in 1996 to explore public support for public libraries in the digital age.2 The Benton Report, as it came to be called, was controversial due in part to critiques of its methodology, but did give some useful data about the public's perceptions of the public library3 Among the key findings of this study were: (1) the

public strongly supported public libraries and wanted libraries to take a key role in providing access to computers and digital information while also maintaining traditional library services; (2) there was a high correlation between frequent library users and those who had access to personal computers; and (3) families with children were much more likely to have a computer in the home and also to use the public library4 In 2000, a research team from the University at Buffalo, State University of New York, conducted a nationwide Random Digital Dialing telephone survey of adults' use of the Internet and its impact on adults' use of the public library5 Their findings indicated that the Internet and public library appeared to have a complementary relationship, at least for people who had always visited the library in the past.

<p align="center">Announcements</p>

Selected Events:

For more upcoming events and further information, please check:
http://german.frankfurt.usconsulate.gov/veranstaltungen.html

15. November 2007, 17:00 - 19:00
American Citizen Information Night
U.S. Consulate General, Gießener Str. 30, 60435 Frankfurt
Americans residing abroad and their immediate family members are invited to attend this event to obtain information on passports, absentee voting, taxes, social security and more. http://german.frankfurt.usconsulate.gov/root/pdfs/acin_flyer_nov07.pdf

15. November 2007, 18:00 - 20:00
Ab in die USA: Schule, Studium, Arbeit, Freiwilligendienste
Dt-Am. Institut Heidelberg, Sofienstr. 12, Heidelberg
Renate Vollmer von EducationUSA Frankfurt (US-Generalkonsulat) informiert über Angebote, Voraussetzungen und Visavorschriften. Anschließend steht sie für Fragen zur Verfügung.

15. & 16. November 2007, 18:00 - 20:00
Seminar "American Social Persuasion and Propaganda at Home and Abroad"
Pfalz-Akademie Lambrecht
Eine Veranstaltung der Atlantischen Akademie Rheinland-Pfalz, Institut für schulische Fortbildung und schulpsychologische Beratung, Haus Boppard (IFB) und dem U.S. Generalkonsulat Frankfurt
Das Seminar wird von Prof. Dr. Jörg Nagler (Universität Jena) und Prof. John Dean, Ph.D. (Universität von Versailles) in englischer Sprache abgehalten. Details zu Seminarprogramm und Anmeldungsmodalitäten unter:
http://www2.atlantische-akademie.de/cms/content/view/188/94/

20. November 2007, 10:00 - 13:00
USA Informationstag
Bürgeramt City, Gerberstr. 4, 66111 Saarbrücken
In Kooperation mit der Stadt Saarbrücken findet am 20. November ein Info-Tag statt. Drei Mitarbeiter der Visaabteilung informieren über Einreise- und Visabestimmungen der USA und die Dienstleistungen des US-Generalkonsulats. Schwerpunkte der Veranstaltung sind (Nicht)Einwanderungsvisa, einschließlich Schüler-, Studentenvisa und Arbeitsvisa.

30. November 2007, 13:00 - 18:30
Tag der Internationalen Jugendarbeit
Lange Str. 26, 69197 Frankfurt am Main (Kolpinghaus)
EducationUSA informiert an diesem Nachmittag zu Bildung und Austausch in den USA.
In diesem Jahr findet der Tag der Internationalen Jugendarbeit in Form einer
Informations- und Beratungsbörse durch, in derer Rahmen Interessierte sich über
Begegnungsmaßnahmen, Arbeitsmöglichkeiten, internationale Freiwilligendiensten und
Austauschprogramme im Rahmen der Ausbildung im Ausland informieren können.
Website: http://www.familienatlas.de/ca/t/fru/

30. November 2007, 19:30
**Lesung und Diskussion in englischer Sprache mit US-Autor Terence Ward über sein
Buch "Auf der Suche nach Hassan"**
Stadtbücherei Frankfurt, Zentralbibliothek, Hasengasse 4.
Der amerikanische Schriftsteller Terence Ward ist mit Kultur und Leben in der
islamischen Welt sehr vertraut. Sein ganzes Leben lang pendelt er zwischen Ost und
West und bekam so die Idee für sein Buch "Auf der Suche nach Hassan, Eine Reise ins
Herz von Iran" (Originaltitel: "Searching for Hassan"). Ward beschreibt darin seine
Suche nach Hassan, dem ehemaligen Koch der Familie, und entführt den Leser dabei auf
eine Reise durch den Iran, einen weitgehend unbekannten Kulturraum. Er schildert die
religiöse, politische und kulturelle Entwicklung und ermöglicht dem Leser so einen
Einblick in ein faszinierendes Land. Durch seine Geschichte zeigt Ward dass, wer das
Verhalten des Iran heute verstehen will, wissen muss, unter welcher Spannung zwischen
Tradition und Öffnung das Land tatsächlich steht.
Vor der Lesung wird James Seward, Leiter der Presse- und Kulturabteilung des US-
Generalkonsulats, der Stadtbücherei eine Sammlung englischsprachiger Bücher
übergeben. Diese Schenkung setzt die enge Zusammenarbeit der Stadtbücherei
Frankfurt mit dem US-Generalkonsulat im Rahmen des America(at)YourLibrary
Programms fort.

Webchats:
Studying and Working in the United States
**(Special Chat on the occasion of International Education Week with high-ranking
U.S. Embassy officials and exchange organizations)**
13. November: 15:00-16:00
Further information and registration: http://www.usembassy.de/germany/chat.html

For more Mission Germany webchats: http://www.usembassy.de/germany/chat.html
For more IIP webchats: http://usinfo.state.gov/usinfo/Products/Webchats.html